

Marketing, Events & Sponsorship Manager

Passion, experience, and self motivation are the keys to success for this role. Reporting to the General Manager - the Marketing, Events and Sponsorship Manager will lead the West Ottawa Soccer Club (WOSC) marketing strategy and drive the execution of its marketing plans to elevate the brand, increase awareness, engage the soccer community, attract new audiences, grow market share, and expand sponsorship programs. Responsible for building and maintaining a strong and consistent brand through a wide range of online and offline marketing channels, they will be expected to track and analyze the performance of campaigns/social programs, manage all marketing, event, and sponsorship programs, and ultimately ensure that all marketing is in line with the brand identity.

The ideal candidate is a self-starter with at least 5 years of not-for-profit or start-up marketing experience. They enjoy building structure and programs from the ground up and understand the importance of tracking the success and performance of marketing initiatives. They are effective communicators and believe that words matter.

Experience

- MUST HAVE: Minimum 5 years of marketing specific experience in start-up, not for profit or sports marketing role with a track record of success/growth of marketing impact
- Proven experience in creatively devising and leading marketing campaigns that engage, educate and motivate the target audience
- Experience in tracking and reporting marketing operations ROMI metrics
- Proficiency in online marketing, including social media, and content marketing
- Extensive experience in working with metrics and processing figures with spreadsheet
- Maintaining and growing executive level relationships
- Bachelor's degree in Marketing, Business, Communications, or related fields

Responsibilities

Marketing

- Define, execute, and report against an annual marketing plan for WOSC and Volta
- Recognize deficiencies in existing marketing programs and develop practical solutions to resolve them
- Communicate with senior leadership and the WOSC Board of Directors on marketing initiatives and project metrics, as well as brainstorm fresh strategies
- Develop a social media strategy using all relevant platforms to reach our target audience
- Create compelling content that maintains, attracts, and converts our target groups
- Support internal and external communications
- Build brand awareness and positioning
- Identify new co-marketing opportunities
- Update and maintain club website (wosc.com)
- Prepare and maintain a marketing calendar

Events

- Support the organization and execution of the Annual WOSC Banquet and any other events tournaments or festivals organized by the club where marketing support is required
- Identify additional events (virtual and in-person) to drive brand awareness, recognition, and membership

Sponsorship

- Support the development of strategic relationships with key sponsors, business, and industry influencers
- Support sponsorship initiatives on an as needed basis
- Establish and support a regular cadence of communication with key sponsors

Skills

- Self-starter
- Excellent communication and decision-making skills
- Experience in setting up and optimizing Google AdWords campaigns
- Microsoft Office – Excel, Word, PowerPoint
- Google Docs/Sheets
- Canva
- Graphic Design experience a plus
- Photography experience a plus

Job Type

- Full time

Location

- Hybrid work environment – in office and remote, with the possibility of some weekend availability

Language

- French preferred but not required (any additional language capabilities is a plus as we serve a diverse community)

The West Ottawa Soccer Club is an open, diverse, and inclusive environment. We continue to work hard to ensure that our brand represents the diversity of the sport we represent and are passionate about. At WOSC, everyone is welcome.